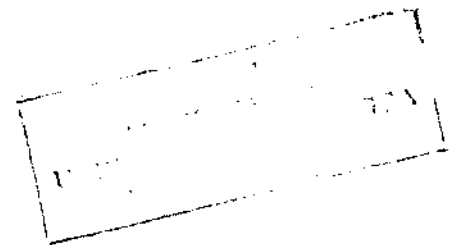


TESIS

**PERUMUSAN STRATEGI PEMASARAN DALAM RANGKA
PENINGKATAN TINGKAT HUNIAN RUANG UTAMA
DAN KELAS I RUMAH SAKIT UMUM DAERAH
SANJIWANI GIANJAR
(Melalui suatu kajian strategi generik dari Porter)**



I NYOMAN SUKARTHA

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ABSTRACT

The objective of this research is to formulate marketing strategic in order to increase the number of hospitalization Sanjiwani Hospital, especialize in VIP and first class room. This marketing strategic formulation is based on marketing mix 7P and the result analysis of the basic competitive forces by Porter. This research is using marketing research plan with survey method. Research using questioner instrument with direct interview to 205 respondent, client of RSUD Sanjiwani, using secondary data instrument with direct observation to internal factor of RSUD Sanjiwani, and competitors (direct competitor, Puri Raharja Hospital, Denpasar and substitute services, RB Permata Bunda).

The result of analysis competitive forces is cost leadership, and this is the corporate strategic of Sanjiwani Hospital. The marketing strategy determined was simple marketing mix 7P by focussing to corporate strategy issue above.

The marketing strategy formulation is: (1) Product aspect is adding resources, specially nurses, equipment, and improving services, (2) Price aspect is maintaining the current tariff, making a package tariff and counting a unit cost, (3) Place aspect is improvement a referral system from Puskesmas, and cooperative alliance with another institute (doctors, midwives and clinics), (4) Promotion is making brochure, leaflet, poster, and seminar, (5) People aspect is improving working relation between the colleagues through carrier improvement and fair work load division, (6) Process aspect is improving of quality services, due total quality control, to be referral hospital centre at east Bali, to evaluating SOP, (7) Provision of customer services is performing market survey to identify the customer need and demand, and continues competitors observation.

*Key words : Porter's analysis and strategy
Marketing strategy
Marketing Mix 7P*